

Usability and the User Experience

...

How Your Visitors Think...

A little bit about myself...



Clara Hall

Acting Director, Office of Design
10 years in IIP

Web and Graphic Design Background
Certified User Experience Analyst (CXA)
Certified Usability Analyst (CUA)

Our team provides our bureau with insights and recommendations at every stage of the design and development process through user research, analytics, and evaluation.

Goals for today

- What is User Experience?
- Understand some of the psychology concepts that affect web design
- How to create User-Friendly Web Content
- What is Emotional Design? Usability Vs. user Experience
- IIP research and evaluation tools and how to take advantage of them

What is User Experience?

User Experience refers to a person's emotions and attitudes about using a particular product, system or service.

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- All tools and equipment.
- All disassembly and reassembly.
- Next day delivery and set up to most of Texas.
- A five star move at a fair price.




Located in Lubbock, Texas and serving all of Texas from West Texas, Levi Brian Moving has been moving people in Texas for over 20 years. We are one of the best at what we do, and for the price, it's a deal you can't beat. We have the equipment and the experience you're seeking to get the job done and do it right. For your next move choose Levi Brian Movers. You'll be glad you did.

About our Moving Company and our Services

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[g+](#) 2

s / Sheets

Sanitize 

• Bulky Items
Comforter, Pillows

• Quick Rinse

• Drain & Spin

t Clean

My Settings Variable Signal Basket Light Control Lock
Hold 3 Secs to Store Hold 3 Secs to Lock / Unlock

SmartDispense™

ESTIMATED TOTAL CYCLE TIME

SOAK WASH RINSE SPIN Energy Smart

LID LOCKED

e DELAY WASH

Extra Heavy	Hot	Extra High
Heavy	Warm	High
Normal	Colors	Medium
Light	Cool	Low
Extra Light	Cold	No Spin
Tap Cold		

Soil Temp Spin

Tank Levels

Full Low

Detergent Tank On

Softener Tank On

Detergent Cup Amount

Softener Cup Amount

Soak Extra Rinse Fabric Softener Pretreat Bleach

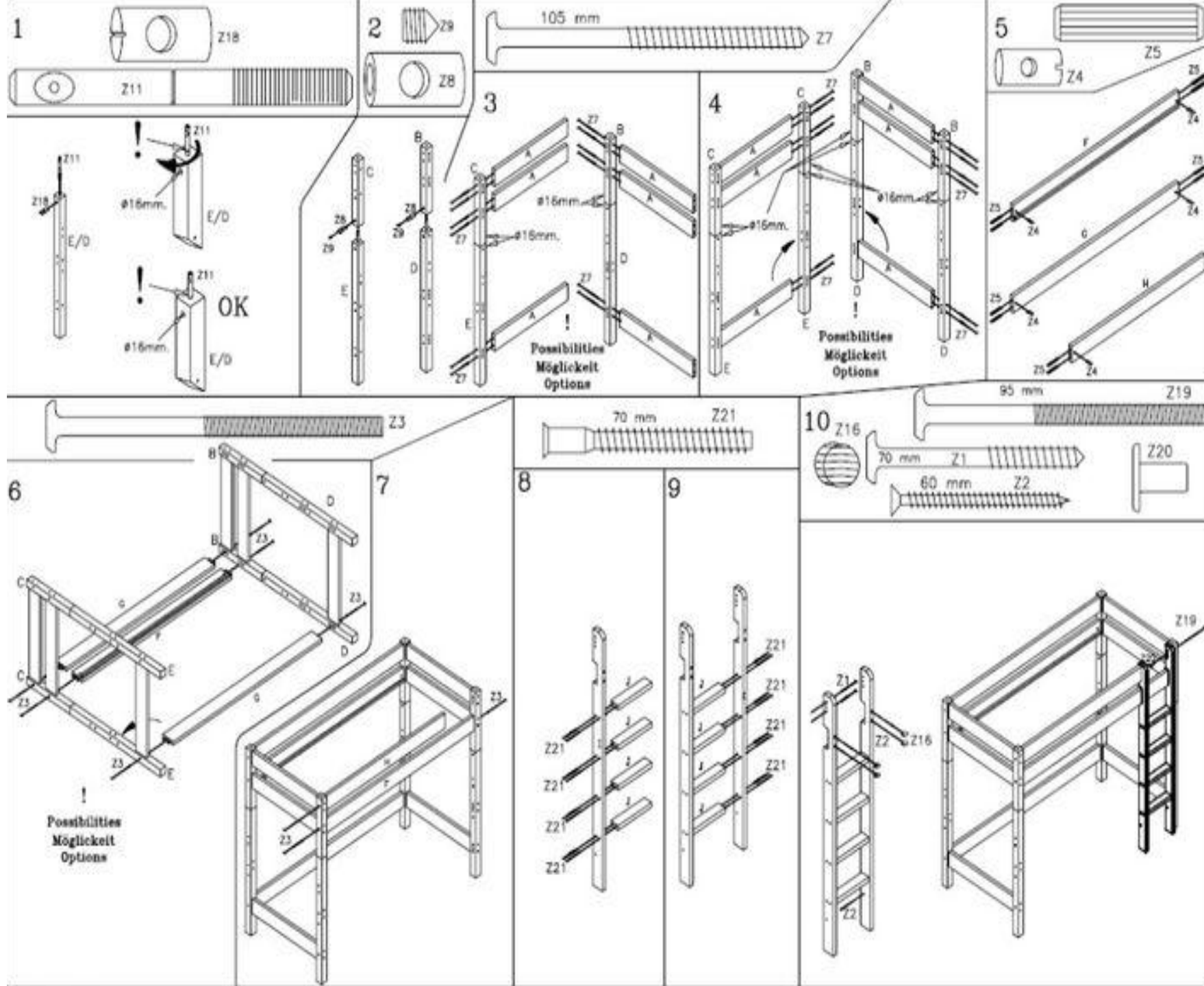
Delay Wash e Wash

Good Better

e monitor

Hold 3 secs to CANCEL

VC VIBRATION CONTROL





Target: 145000

Sweet!

Score:
54380

Lives:
50





Thank You for Your Purchase!

Your order was completed successfully.



Psychology concepts that affect the user experience

Attention and Perception



(c) 2010 Daniel J. Simons

Inattentional blindness

Missing something in plain sight because attention is
focused elsewhere

Our attention and perception is biased

Goals, Context, Prior experience

Nonimmigrant Visas

[Home](#) | [Visas](#) | Nonimmigrant Visas

The U.S. [Consulates in Sydney, Melbourne and Perth](#) are responsible for providing visa services to those seeking to enter the United States for a temporary period and for those wishing to take up indefinite or permanent residence in the United States.

Please visit the [U.S. Visa Information Service for Australia](#) website for complete information on the Visa Waiver Program (ESTA) and applying for a nonimmigrant U.S. visa, including a [directory of nonimmigrant visa categories](#).

[Contact Us](#)



[Visiting the Consulate](#)



[Diplomats and Foreign Government Officials](#)



Additional Resources

[Nonimmigrant Visa FAQs](#)

[Travel and Tourism in the U.S.](#)

[Legal Rights and Protections](#)

[Summer Work Travel](#)

[Fraud Prevention Warning](#)

[A to Z Index](#)

Contact Us

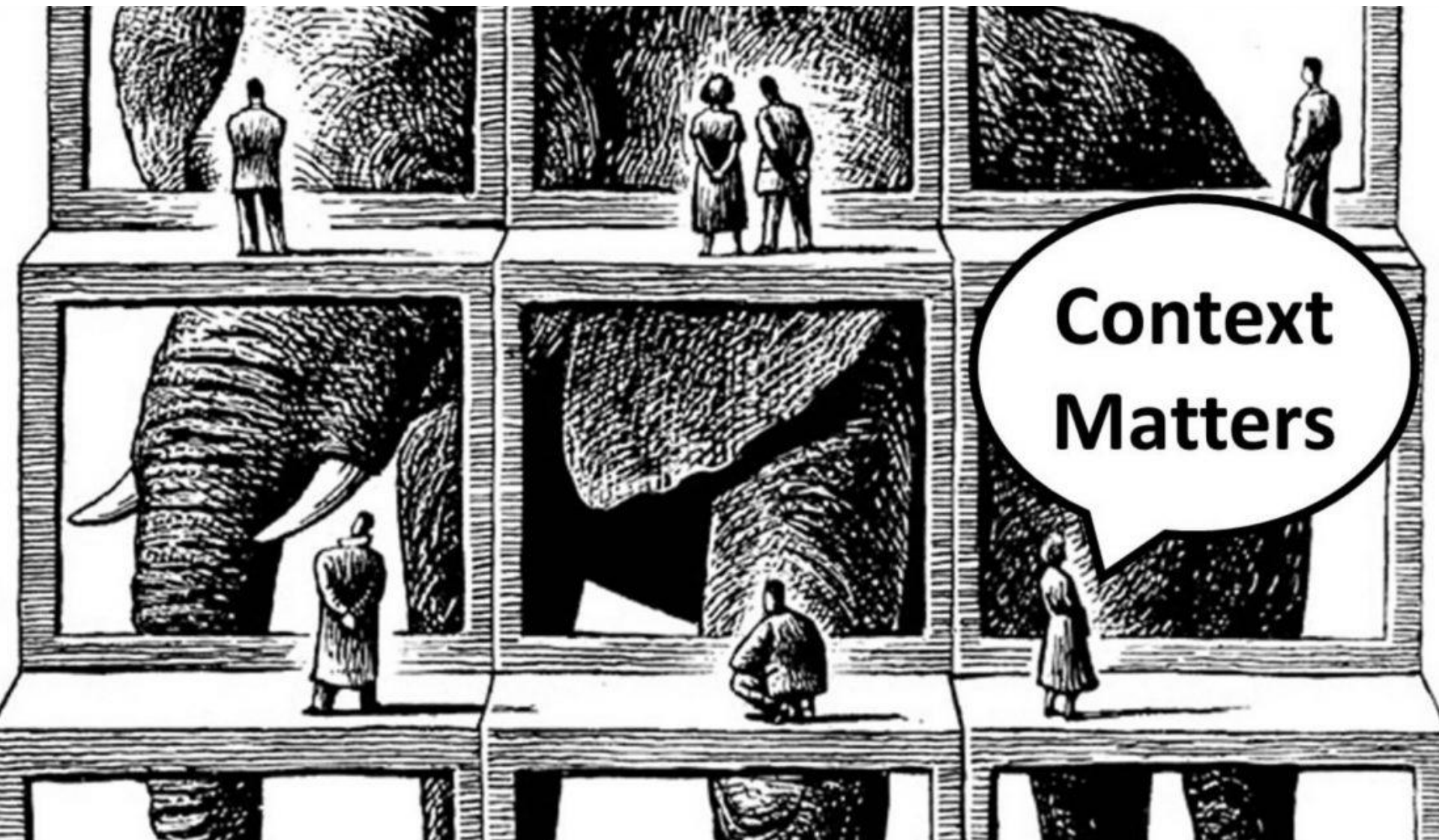
To contact the U.S. Consular Office that serves you, click [here](#).

[How to Apply for a U.S. Visa Onli...](#) →



Goals

[Government Agency Links](#)



Context


A
12 13 14
C

Context



Prior Experience

Memory and Knowledge

A close-up of Dory, a blue tang fish, looking slightly to the right with a neutral expression. She has large, expressive eyes and a small mouth. The background is a dark blue gradient.

**No memory,
no problem..**

Short Term Memory (STM)

euRCiAU sSriRsFBi

EUR CIA DOS FBI

What you can do:

- Change the color of visited links
- Repeat search queries on search results page
- Avoid placing labels within form fields
- Use breadcrumbs
- Present all related info on the same screen
- Make it easy to compare products: use tables for easy comparison



U.S. Embassy in Argentina

[Visas](#)[U.S. Citizen Services](#)[Our Relationship](#)[Business](#)[Education & Culture](#)[Embassy](#)[N](#)

U.S. Embassy Buenos Aires

[Home](#) / [Embassy](#) / [U.S. Embassy Buenos Aires](#)

1. [Ambassador Edward C. Prado](#)

3. [Key Officers](#)

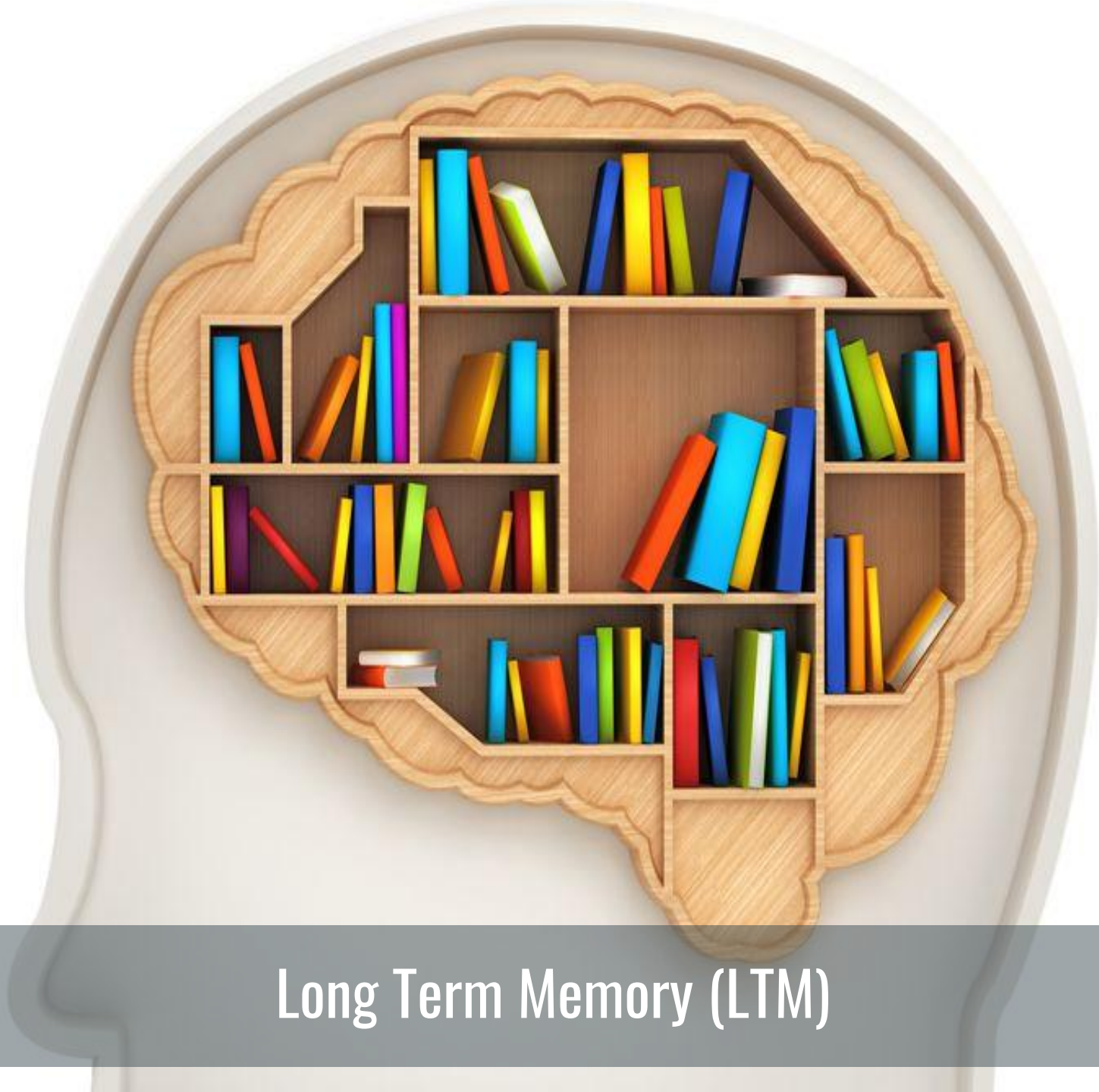
2. [Deputy Chief of Mission Tom Cooney](#)

4. [Sections & Offices](#)

The U.S. Embassy in Argentina seeks to protect the interests and safety of U.S. citizens in Argentina, promotes and strengthens mutual understanding between the people of the U.S. and Argentina, and communicates U.S. foreign policy objectives to the Government and people of Argentina.

Bilateral cooperation between the United States and Argentina includes science and technology, environment, political, economic, commercial, agriculture, education, culture and exchange activities.

Next >
Ambassador Edward C. Prado



Long Term Memory (LTM)

Types of LTM

- Declarative memory
- Semantic
- Procedural memory

What you can do

- Choose a medium that communicates best. Words, Images, Video.
- Integrate verbal and visual elements.
- Use Recognition rather than Recall.

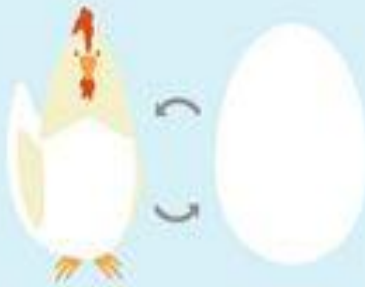
A Simple Guide to Eggs

Grade AA - A “Grade AA” egg will stand up tall. The yolk is firm and the area covered by the white is small. There is a large proportion of thick white to thin white.

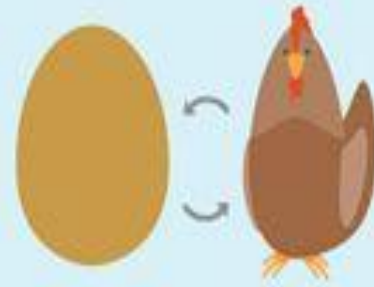
Grade A-A “Grade A” egg covers a relatively small area. The yolk is round and upstanding. The thick white is large in proportion to the think white and stands fairly well around the yolk.

Grade B-A “Grade G” egg spreads out more. The yolk is flattened and there is about as much (or more) think white as think white.

A SIMPLE GUIDE TO EGG



white vs. brown
NUTRITIONALLY EQUAL



GRADE B



GRADE A



GRADE AA



PEE WEE



SMALL



MEDIUM



LARGE



EXTRA LARGE



JUMBO

January 2018

New Year's Day (January 1 is a Sunday)

Monday, January 01



Birthday of Martin Luther King Jr.

Monday, January 15



Auckland Anniversary Day (Auckland only)

Monday, January 29



Day after New Year's Day (January 2 is New Year's Day Observed)

Tuesday, January 02



Wellington Anniversary Day (Wellington only)

Monday, January 22

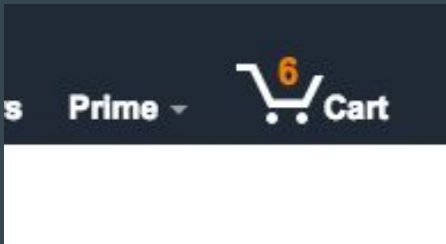


Mental Models

- What the user believes about the system, platform, website in front of them.
- Allow people to predict interactions and outcomes
- Based on beliefs, not logic
- Formed by:
 - Past experiences
 - Culture
 - Context

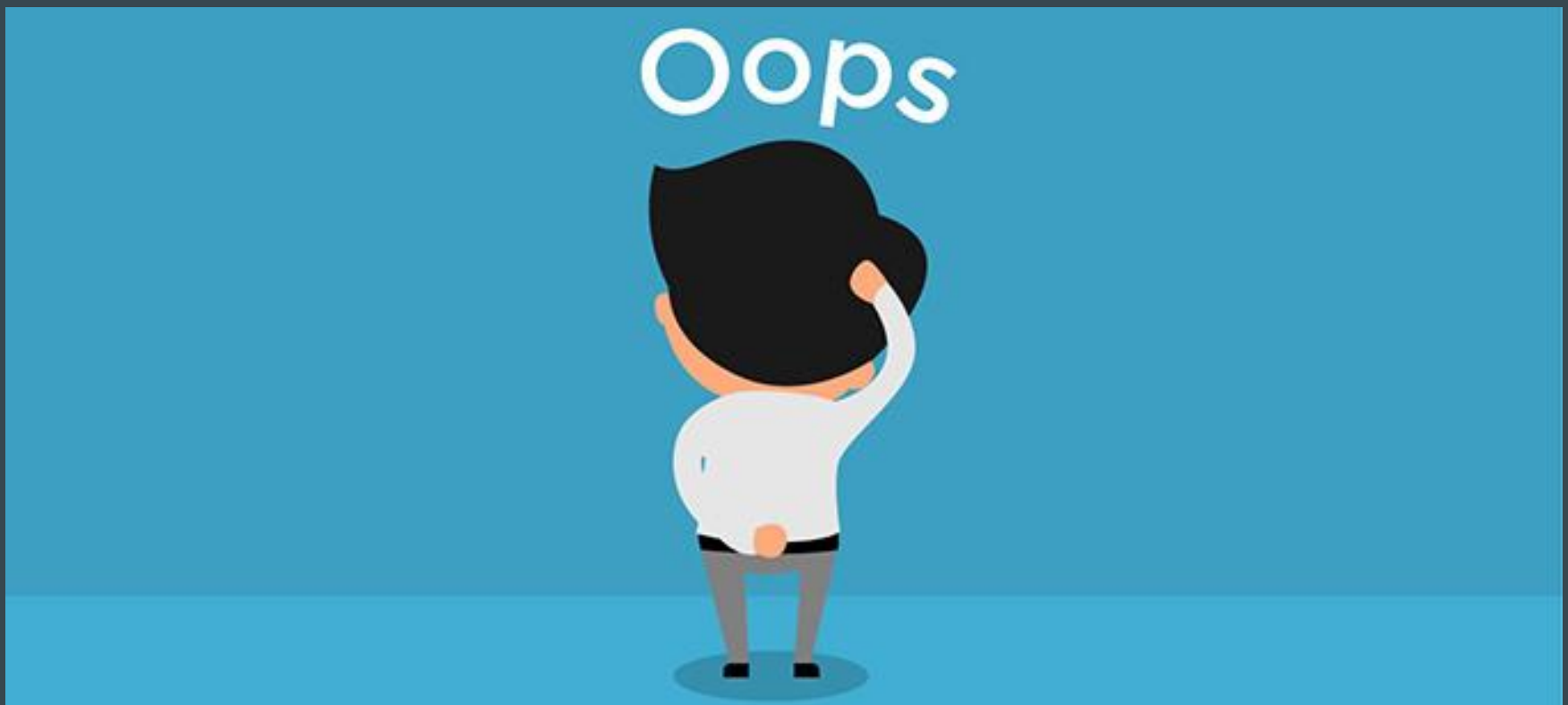


We rely on prior knowledge



Problem Solving

- We rely on heuristics to solve problems.
- We break goals into subgoals



What you can do:

- Reduce processes to manageable steps
- Shorter forms increase conversion
- Set expectations for “complex” processes
- Avoid distractions

Procedure

Those applying for a visa for the first time and do not qualify for Interview Waiver (see options menu below) must schedule two appointments: one at the Applicant Service Center and other in the Consular Section.

Procedure:

Step 1: Complete the DS-160 online application form and print the confirmation sheet (barcode) per each applicant. Please, complete the application at: <https://ceac.state.gov/genniv>

Step 2: Go to the [Applicant Service Center](#) website and register online by creating an account (e-mail and password), choose the visa category you will apply to, select DHL's branch where to pick up your visaed passport after the interview, pay the application fee (MRV fee) and schedule your appointments. In order to fulfill this step, you will need:

- Current passport and previous passports (if any).
- DS-160 form's barcode per each applicant.

Please use one of the numbers below to obtain visa information, schedule appointments and/or pay the visa fee.

- Buenos Aires 54-11-5984-1910
- Cordoba 54-351-526-9220
- Pilar 54-230-465-0909
- La Plata 54-221-513-8038
- Mendoza 54-261-524-4788
- Rosario 54-341-512-2121
- From the United States: 1-703-439-2323

IMPORTANT: DHL can only hold your visaed passport for 30 days. After that time, the passports will be returned to the Embassy. Any passports left at the Embassy after 6 months will be considered abandoned and returned to RENAPER with the visa cancelled.

Contact Center

Welcome to the Imaginary Landscape Contact Center. Please fill out the form for additional information. If you want to give us a call, our phone number is **773-275-9144**.

An asterisk (*) denotes a required field.

Name: *

Company:

Address:

City:

State:

Zip:

Phone:

Fax:

E-mail: *

What is your preferred method of contact?:

☐ Phone ☐ Fax ☐ E-mail ☐ Regular mail

Comments: *

How did you hear about us?: *

☐ Radio ☐ Our link on a client site ☐ Signage

☐ Referral ☐ Internet search ☐ Other:

Submit

Quick Contact

In a hurry? Just complete this Quick Contact form and put the ball in our court... ***FAST!***

An asterisk (*) denotes a required field.

Name: *

Phone:

E-mail: *

Comments: *

Submit

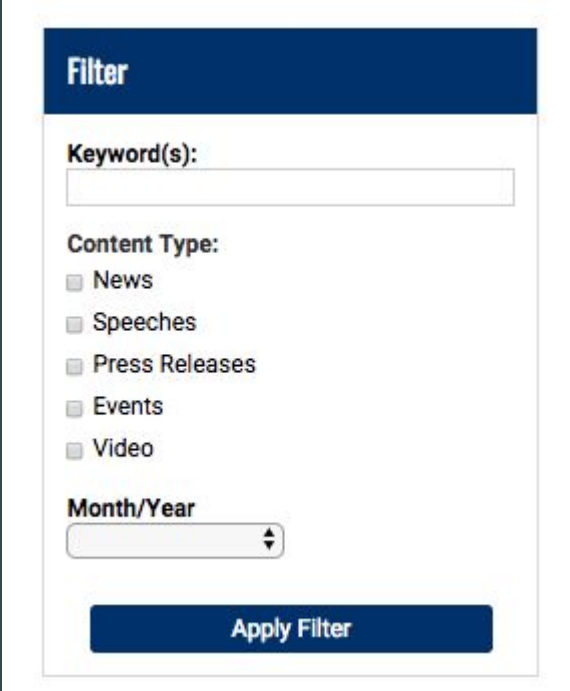
160% more
forms submitted

Decision Making



What you can do:

- Filters support decision-making strategies
- Do not overwhelm visitors with many links to the same location.
- Do not overwhelm visitors with too many options in the Categories sidebar.



Filter

Keyword(s):

Content Type:

- ☐ News
- ☐ Speeches
- ☐ Press Releases
- ☐ Events
- ☐ Video

Month/Year

Apply Filter

Visual Perception And The Design Principles Of Gestalt

Proximity, Similarity, Figure/Ground



Proximity

What you can do:

- Group related Graphic User Interface (GUI) elements together
- Use white space to organize content.

First Name:

Last Name:

Email:

Re-type Email:

Password:

Re-type Password:

Address:

City:

State:

Zip Code:

Phone:

No spaces or dashes

Date of Birth:

Gender:

Security Question:

Security Answer:

(Not case-sensitive)



Personal Information

First Name:

Last Name:

Date of Birth:

Gender:

Account Information

Email:

(Your email address will be your username)

Re-type Email:

Password:

(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Security Question:

Security Answer:

(Not case-sensitive)

Contact Information

Address:

City:

State:

Zip Code:

Phone:



Form fields near each other appear related

Heading

Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.



Heading

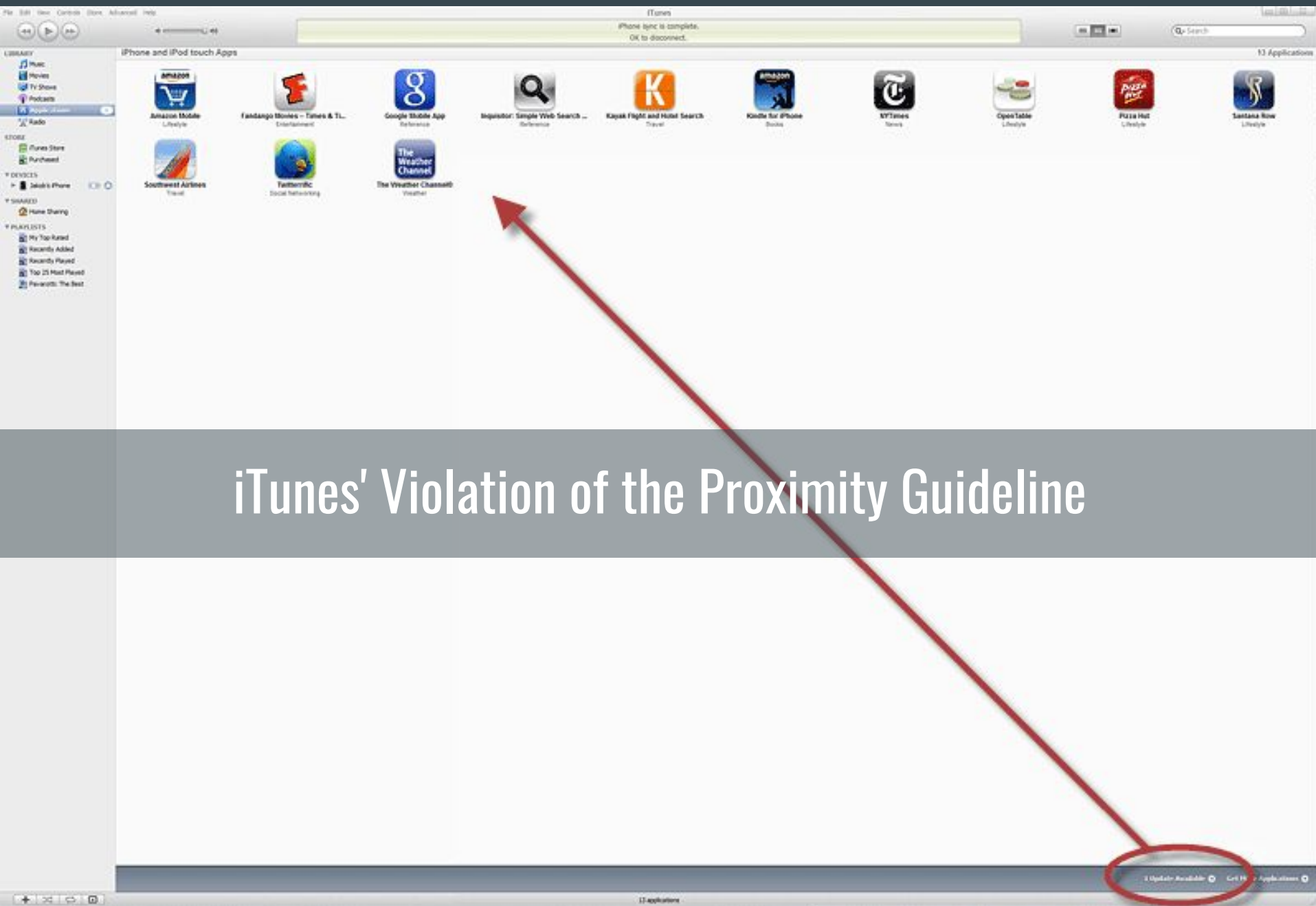
Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.



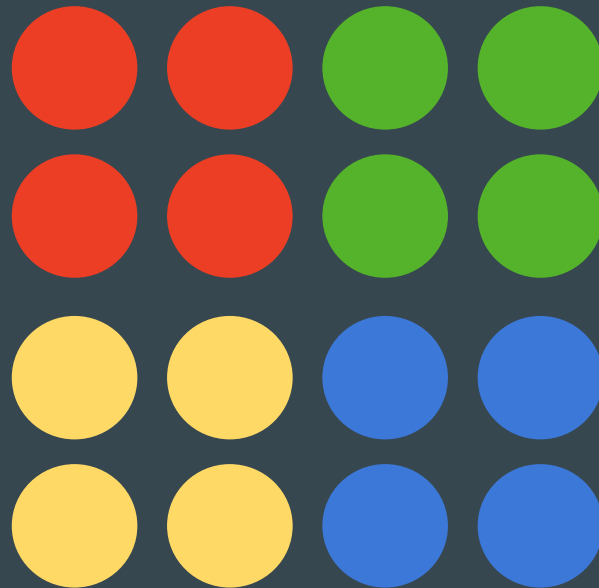
Use grouping and white space to organize content



iTunes' Violation of the Proximity Guideline



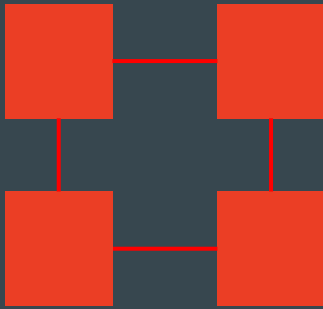
Similarity



How many groups do you see?

What you can do:

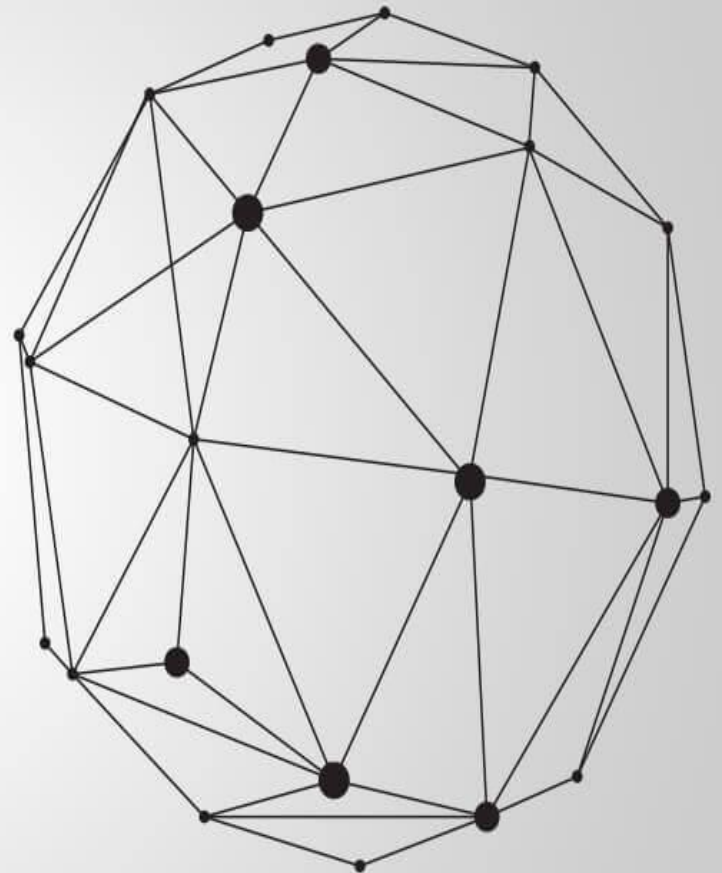
- Links must be presented uniformly and clearly identifiable.
- We can use color, font size and type, highlighting, etc. to distinguish between and mark the types of content before a user reads them.
- Website headers play another essential role in organizing and building well-structured content for search engine crawling and for the reader.



Connectedness is stronger than similarity



VS



What you can do:

- Connect related links or buttons by adding them to the same drop-down menu.
- Use the same bullet shapes, colors, or numbering system (such as Roman numerals, Arabic numbers, etc.) on list items to group them with each other.
- Display functions of a similar nature, such as login, sign up, and forgotten password, so that they are related, inside a frame or colored rectangle.

Additional Resources

[Visiting Embassy London](#)

[Denied Entry to the UK](#)

[For U.S. Visitors to the UK](#)

[U.S. Citizen Videos](#)

[Emergency Passports](#)

Before You Go



[Enroll in STEP](#)

Enroll for free for support abroad.

Sending Money Overseas

If you need to get money to a U.S. citizen outside the United States, you have a number of available options. Read more at [Travel.State.gov](#)

U.S. EMBASSY & CONSULATES IN THE UNITED KINGDOM

[U.S. Citizen Services](#)
[Our Relationship](#)
[Business](#)
[Embassy & Consulates](#)
[News & Events](#)
[Privacy](#)
[Sitemap](#)

U.S. EMBASSY

U.S. Embassy London
33 Nine Elms Lane
London, SW11 7US
United Kingdom
Phone: [44] (0)20 7499-9000



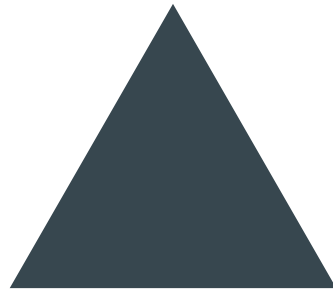
U.S. CONSULATES

[U.S. Consulate General Belfast](#)
[U.S. Consulate General Edinburgh](#)
[U.S. Virtual Consulate Cardiff](#)

EMAIL SUBSCRIPTION

This is the official website of the U.S. Embassy and Consulates in The United Kingdom. External links to other internet sites should not be construed as an endorsement of the views or privacy policies contained therein.





Figure/Ground

What you can do:

- Design buttons that look clickable
- Develop links with hover state
- Use overlays to focus attention



This set of arboreal-based letterforms is the outcome of a student's thorough photographic exploration of letterforms found in nature. It is also a primary representation of a simple figure-ground relationship, one in which the figure's, or in this case the foreground's, darker branches and limbs are positive and active, whereas its ground, or in this case the background's, green textures in the surrounding woodlands are negative and passive.



INTERACTION DESIGN
FOUNDATION

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Online UX design courses taught by experts, with industry-trusted certificates

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Courses to suit both beginners and seasoned professionals

[Advance your career now >](#)

For companies

Customized training to take your team's skills to the next level

[Find out about company memberships >](#)



"Ivy League level education in UX, Product Design or Human-Computer Interaction"
Forbes.com



"A goldmine of information on interaction design"
Don Norman



Learn UX Design from experts in self-paced online courses



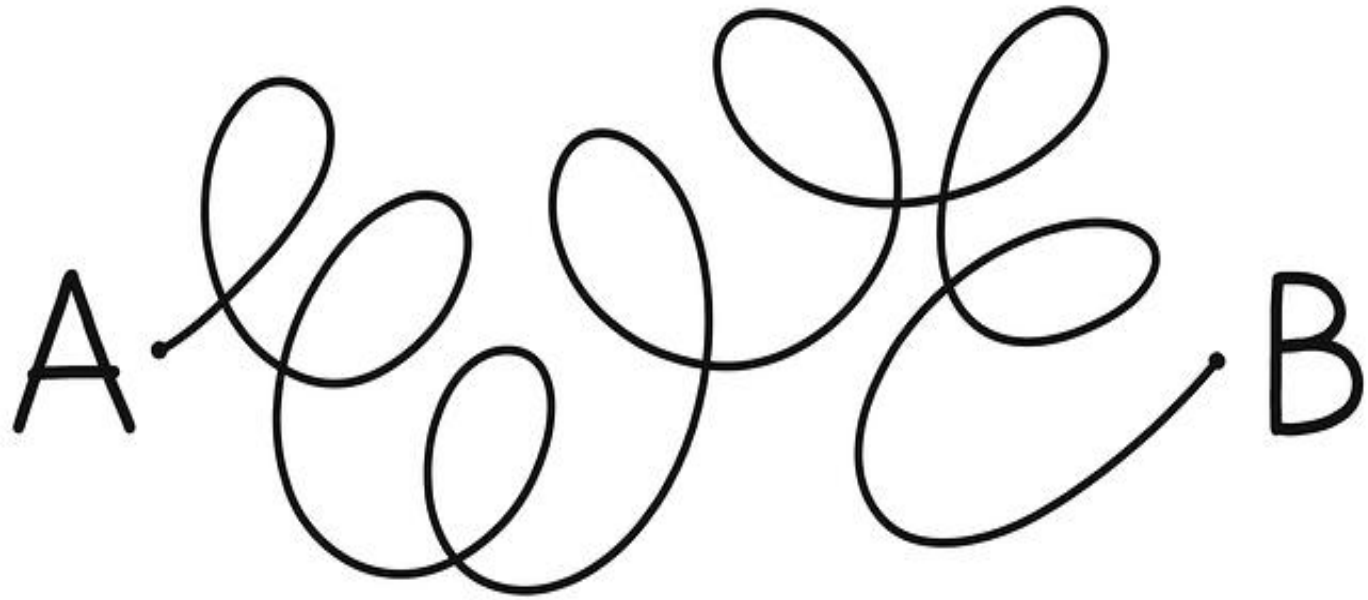
Advance your UX career with industry-trusted course certificates



Expand your network with UX meet-ups in 453 cities

User-Friendly Web Content

7 tips for a better website...



1. Keep content as concise as possible

What you can do:

- Get to the point as quickly as possible.
- Cut out unnecessary information.
- Use easy-to-understand, shorter, common words and phrases.
- Avoid long paragraphs and sentences.
- Use time-saving and attention-grabbing writing techniques, such using numbers instead of spelling them out. Use "1,000" as opposed to "one thousand," which facilitates scanning and skimming.
- Test your writing style using readability formulas that gauge how easy it is to get through your prose. The [Readability Test Tool](#) allows you to plug in a URL, then gives you scores based on popular readability formulas such as the Flesch Kincaid Reading Ease.

[Good Read](#)



2. Avoid boring titles

What you can do:

- Informative: "How the Right Nutrition Can Strengthen Your Kids' Bones."
- Inquisitive: "Security Updates. Are You At Risk?"
- The Best Of: "The Best Drupal Security Modules."
- The Easiest: "The Easiest Way To Make Your Own Website."
- If I Were You: "Why You Shouldn't Advertise On Pinterest."
- Why People Do X: "Why Successful People Don't Bring Smartphones Into Meetings."
- The Don't Be Stupid: "9 Resume Mistakes That Will Lose You The Job."
- The List: "5 Awesome Headlines That Drive User Engagement."
- The headline or title you use depends on the purpose of the article and the audience you are targeting.

Paragraph

Heading 1

Heading 2

Heading 3

Heading 4

HEADING 5

HEADING 6

Preformatted

3. Use headings to break up long articles



Renovaciones

[Página inicial](#) / [Visas](#) / [Negocios & Turismo \(B1/B2\)](#) / Renovaciones

1. [¿Cómo solicitar la visa?](#)
2. [Renovación](#)
3. [Citas de emergencia](#)
4. [La entrevista](#)
5. [Después de la entrevista](#)
6. [Entrega de visa](#)
7. [Preguntas frecuentes](#)
8. [Víctima de fraude](#)

Recursos Adicionales

[Contáctenos](#)

Si usted ya ha tenido una visa anteriormente, usted es considerado un solicitante de renovación. La mayoría de solicitantes de renovaciones califica para una exención de entrevista. Estos solicitantes solo necesitan presentarse en el Centro de Atención a Solicitantes (CAS). Entre ellos están:

- **Solicitantes de 6 años de edad o menores** – Ambos padres deben ser mexicanos y al menos uno de los padres debe poseer una visa válida, plena validez. [Consulte los requisitos adicionales.](#)
- **Solicitantes de 80 años o más** – Solicitantes mexicanos o extranjeros (residiendo en México con FM2 o FM3). El solicitante nunca ha sido arrestado o condenado por un delito, deportado de los Estados Unidos, le ha sido negada la entrada a los Estados Unidos, o ha tenido otros problemas o dificultades con Aduanas y Patrulla Fronteriza de EE.UU. al intentar ingresar a Estados Unidos. [Consulte los requisitos adicionales.](#)
- **Renovación de visas para los solicitantes mexicanos** – Solicitantes mexicanos o extranjeros (residiendo en México con FM2 o FM3) que cuenten con visa tipo BCC, BBBCV, B1/B2, C1/D, F, H, I, J, L1, M, Q, P, R y TN que haya expirado en un lapso no mayor a 12 meses podrán solicitar renovación sin entrevista. El solicitante debe tener la visa anterior, y no debe haber sido arrestado o condenado por un delito, deportado de los Estados Unidos, le haya sido negada la entrada a los Estados Unidos, o haya tenido otros problemas o dificultades con Aduanas y Patrulla Fronteriza de EE.UU. al intentar ingresar a Estados Unidos. [Consulte los requisitos adicionales.](#)

La Sección de Visas se reserva el derecho a entrevistar a cualquier solicitante. Cuando se requiera una entrevista, un representante de la Sección de Visas contactará al solicitante para hacer una cita en la Embajada o Consulado.

Si su visa fue negada, cancelada o robada, será necesario que se presente a una entrevista. Si renovó su visa pero esta fue negada, o si su visa fue cancelada, también será necesario presentarse a entrevista.

[Anterior](#)
[¿Cómo solicitar la visa?](#)

[Siguiente](#)
[Citas de emergencia](#)

Mashable (Mashable Inc.) is an American news website and Internet news blog founded by Pete Cashmore. The website's primary focus is social media news, but also covers news and developments in mobile, entertainment, online video, business, web development, technology, memes and gadgets.

On November 27, 2007, Mashable launched the 1st International Open Web Awards to recognize the best online communities and services. Voting was conducted online through Mashable and its 24 blog partners. On January 10, 2008 at the Palace Hotel, San Francisco, Mashable announced the winners of the first Open Web Awards. Winners included Digg, Facebook, Google, Twitter, YouTube, ESPN, Cafemom and Pandora.

The 2nd Annual Open Web Awards was an online international competition that took place between November and December 2008. Among the winners in the 'People's Choice' component were Encyclopedia Dramatica in the wiki category, Digg in the 'Social News and Social Bookmarking' category, Netlog in the 'Mainstream and Large Social Networks' category and MySpace in the 'Places and Events' category.

Mashable Connect is an annual invite-only conference. It was held on May 12 – May 14, 2011, with 300 attendees. Speakers included Scott Belsky, Founder & CEO, Behance Rohit Bhargava, SVP, Global Strategy & Marketing, Ogilvy, Sabrina Caluori, Director of Social Media & Marketing, HBO, and Greg Clayman, Publisher, The Daily.

Themes discussed included content curation, the democratisation of content, social media, social television, and helping consumers deal with content overload.

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Themes discussed included content curation, the democratisation of content, social media, social television, and helping consumers deal with content overload.

What you can do:

- Before writing a post, consider organizing your thoughts in logical chunks by first outlining what you'll write.
- Use simple and concise headings.
- Use keyword-rich headings to aid skimming.



4. Help Readers Scan Your Webpages Quickly



Important Stuff




Fluff

Highly technical
rendering of the
inverted pyramid
style of writing

What you can do:

- Make the first few words count,
- Front-load keywords in webpage titles, headings and links.
- Use the inverted pyramid writing style to place important information at the top of your articles.

- 
- _____

 - _____

 - _____

 - _____

5. Use Bulleted Lists and Text Formatting

What you can do:

- Consider breaking up a paragraph into bulleted points.
- Highlight important information in bold and italics.



6. Make Hyperlinked Text User-Friendly

What you can do:

The Incorrect Way:

[Click here](#) to check out the stink bug fact sheet.

Check out the stink bug fact sheet at:

<http://ento.psu.edu/extension/factsheets/brown-marmorated-stink-bug>

Check out the stink bug fact sheet [here](#).

The correct Way:

For more information, you can check out the stink bug [fact sheet](#). or
The [Department of Ecosystem Science](#) and Management has three undergraduate baccalaureate degree programs:

- [Forest Science](#)
- [Wildlife and Fisheries Science](#)
- [Wood Products](#)



7. Use Visuals Strategically

What you can do:

- Make sure images you use aid or support textual content.
- Avoid stock photos and meaningless visuals.

Follow design standards and be consistent

Emotion and Design

Usability Vs. User Experience

Level	Description	Characteristic
Visceral	Makesfast, automatic, judgments on what's good or bad	Smooth, symmetrical, comfortable, weight, soothing colors.
Behavioral	Focuson performance (appearance and rationale don't matter)	Easy, pleasurable and/or effective
Reflective	Rationalization and intellectualization of a product	Famous (or under-the radar),quality brand, association with a person or group, expensive.





What you can do:

- Remember, a user's experience starts even before any engagement has happened.
- Consider the three levels of visual design when designing or creating content.
- Design such that your website reflects your brand's image and meets user's emotional expectations.

Our Design Principles

1. Start with needs. (User needs not government needs)
2. Design with data in mind. Data informed, not data driven.
3. Iterate. Then iterate again.
4. Understand context.
5. Consistently Consistent

Research Tools Landscape

Digital Analytics	Google Analytics, Dashboards
Competitive Analysis	DAP
Traffic/SEO analysis	Search Console
AB Test	Convert
Click Tracking/Recordings	Hotjar
Heatmaps	Hotjar
Conversion Funnels	Hotjar
Form Analysis	Hotjar

What you can do:

- Send us an email to embassy.america.gov
- Slack Channel: #emb-digital-managers

Thank You

Questions?